





# Closer to the Market Opportunities for LIFE projects

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#### **EASME:** who are we?

#### **Executive Agency for Small and Medium-sized Enterprises**

- one of the Executive Agencies of the European Commission
- Responsible for managing programmes for the Commission since 2005...
- Wide range of programmes managed:
  - 1. LIFE programme
  - 2. Horizon 2020: Energy, Environment and Resources & SME instrument
  - 3. European Maritime and Fisheries Fund
  - 4. CIP Eco-innovation
  - 5. Intelligent Energy Europe
  - 6. COSME





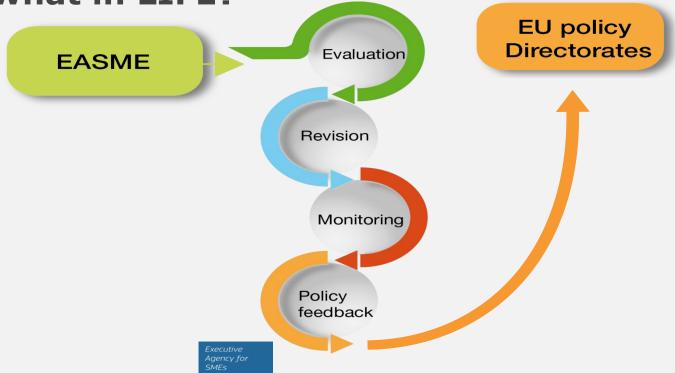








Who does what in LIFE?





#### Who are we?



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## **Overview**

## Context of C2M in LIFE:

- What
- Why
- How





## Close to Market – What does it mean, C2M?

A project with technical and business readiness that

- proposes a new solution with environmental/climate & economic benefits
- implements its solution in close-to-market conditions during its lifetime i.e. at industrial, commercial scale
- foresees pre-commercial activities e.g. market analysis, business plan





## Close to Market – What does it mean, C2M?

#### A project that

- directs its solution towards a market, including targeted clients and considering the supply chain
- knows its competitors and competitive advantages and positions itself in that context
- aims for the long-term commercialisation of its solution (i.e. a technology, product, process)
- could become interesting for an investor or a bank for future investment





## Close to Market - Why?

- LIFE has always supported C2M projects (without calling them this way)
- C2M goes well for projects mainly in the strands of Environment
  - Resource Efficiency and Climate Change Mitigation
- LIFE contributes to the main priorities of Commissioner Juncker on Growth and Jobs.



## Close to Market - Why?

- The former programme Eco-innovation has ended and its "clients" (SMEs ready to upscale and go on the market) could be won for LIFE
- Projects with a C2M approach can contribute to increased sustainability and deliver an impact in environmental and climate terms.
- LIFE as one-stop-shop for businesses from innovation, demonstration, upscaling up to commercialisation.





## Close to the Market – Why?

- Projects with a C2M approach can contribute to increased sustainability and, accordingly, effectively deliver an impact in environmental and climate terms.
- LIFE as one-stop-shop for businesses from innovation, demonstration, upscaling up to commercialisation.



## Are we changing the focus of LIFE?

- No, but
- We add the necessary emphasis to make C2M projects fly
- We explicitly reach out to the private sector
- non-C2M projects remain a key feature





#### Whose attention do we want to draw?

- Business incubators
- Consultancies they could serve as multipliers, with their portfolio of clients if in the area of sustainability/EU funding practices
- Associations linked to Life thematic priorities (Waste, Water, Air, Health, Resource efficiency) and to clean technologies with a business orientation
- Innovation Agencies in Member States and European associations of innovation agencies
- **Investors** and investors associations (business angels, venture capital etc.) that have links with potential beneficiaries





#### Whose attention do we want to draw?

- Chambers of commerce or associations of Chambers
- Start-ups linked to clean-tech and LIFE priorities mentioned in the press
- Journalists/magazine linked to environmental and climate business initiatives
- Specific for Climate Change Mitigation (CCM):
  - Energy Intensive Industries representatives or associations
  - Industries producing air conditioning and refrigerant equipment
  - Fluorinated gases producers or associations of producers
  - Manufacturers of Metered Dose Inhalers
  - Industries working with Organic Rankine Cycle technologies







https://ec.europa.eu/easme/en/news/information-networking-event-life-2017-call-project-proposals

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## Thank you for your attention!

www.ec.europa.eu/environment/life

